

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-Advantage!TM, a menu-driven database system. The Internet address for GSA-Advantage!TM is: <http://www.gsadvantage.gov>

**Advertising & Integrated Marketing Solutions
FSC Group: 541**

Contract No.: GS-23F-0282P

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at: <http://www.fss.gsa.gov>

Contract Period: 6/2/2004 - 6/2/2014



Contractor:

**JWT Specialized Communications
5200 W. Century Blvd., Ste. 310
Los Angeles, CA 90045
Telephone: (310) 665-8700
Fax: (310) 216-6929
<http://www.jwtsc.com>
<http://www.jwtgov.com>**

Contract Administrator:

**John M. Windolph
JWT Specialized Communications
607 14th Street, Ste. 300
Washington, DC 20005
Telephone: (202) 628-2076
Fax: (202) 628-2018
Email: john.windolph@jwt.com**

Business Size/Status: Large Business

Prices shown herein are NET (discount deducted).

Pricelist current through modification #PO04 dated October 27, 2009



Contract Holder



TABLE OF CONTENTS

TABLE OF CONTENTS.....1

ABOUT US.....2

GENERAL CONTRACT INFORMATION.....2

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY
RATES.....5

REQUIREMENTS EXCEEDING THE MAXIMUM ORDER THRESHOLD6

BLANKET PURCHASE AGREEMENT.....7

OTHER DIRECT COSTS.....8

LABOR CATEGORY DESCRIPTIONS9

HOURLY LABOR RATES FOR SERVICES..... 13

ABOUT US

There's a conversation going on about your organization right now. Are you a part of it?

At JWT Specialized Communications (JWT INSIDE), we offer employment communications solutions that place you in the center of this powerful and pivotal discussion. Connect to fully-immersive employment communications solutions from branding to internal communications to recruitment advertising to metrics.

EMPLOYER BRANDING

Hold an objective mirror to define your organization.

INTERNAL COMMUNICATIONS

Maintain top contributors through changes and growth.

TALENT ACQUISITION

Attract like minds to your mission and vision.

METRICS

Maximize ROI and quantify achievements.

GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):

- | | |
|--|--|
| • 541-1 / 541-1 RC Advertising Services | • 541-5 / 541-5 RC Integrated Marketing Services |
| • 541-4A / 541-4A RC Market Research & Analysis | • 541-1000 / 541-1000 RC Other Direct Costs (ODC's) |
- Please refer to GSA eLibrary (www.gsaelibrary.gsa.gov) for detailed SIN descriptions

1b. Lowest Priced Model Number and Lowest Price:

Please refer to our rates on page #[13](#)

1c. Labor Category Descriptions

Please refer to page #[9](#)

2. Maximum Order:

\$1,000,000

3. Minimum Order:

\$100

4. Geographic Coverage:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point (s) of Production:

Not Applicable

6. Discount from List Price:

All Prices Herein are Net

7. Quantity Discounts:

1% of a min. \$1,000,000 total annual spends

8a. Prompt Payment Terms:

Net 30 days

8b. Prompt Payment Discount:

1% net 15

9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.

9b. Government Purchase Card *is* accepted above the micro – purchase threshold.

10. Foreign Items:

None

11a. Time of Delivery:

To Be Negotiated with Ordering Agency

11b. Expedited Delivery:

To Be Negotiated with Ordering Agency

GENERAL CONTRACT INFORMATION (CONTINUED)

- 11c. Overnight and 2-Day Delivery: To Be Negotiated with Ordering Agency
- 11d. Urgent Requirement: To Be Negotiated with Ordering Agency
12. F.O.B. Point(s): Destination
- 13a. Ordering Address: John M. Windolph
JWT Specialized Communications
607 14th Street, NW, Ste. 300
Washington, DC 20005
Tel: (202) 628-2076 / Fax: (202) 628-2018
Email: john.windolph@jwt.com
- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: JWT Specialized Communications
5200 W. Century Blvd. #310
Los Angeles, CA 90045
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable
17. Terms & Conditions of Government Purchase Card Acceptance: The order must contain the credit card number, expiration date, and the cardholder name & telephone number
18. Terms and conditions of rental, maintenance, and repair: Not Applicable
19. Terms and conditions of installation (if applicable): Not Applicable
20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices: Not Applicable
- 20a. Terms and conditions for any other services (if applicable): None
21. List of service and distribution points (if applicable): Not Applicable
22. List of participating dealers (if applicable): Not Applicable
23. Preventative maintenance (if applicable): Not Applicable
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.): Not Applicable
- 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details Contact contract administrator for more information

can be found (e.g. contractor's website or other location.) The EIT standards can be found at:
www.Section508.gov/ :

25. Data Universal Number System (DUNS) Number: 028630689
26. JWT Specialized Communications *is* registered in the Central Contractor Registration (CCR) database.

CONTRACT OVERVIEW

GSA awarded JWT Specialized Communications a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0282P. The current contract period is Option period 1, 6/2/2009 - 6/2/2014. GSA may exercise a total of up to two additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT ADMINISTRATOR

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607 14th Street, NW, Ste. 300
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MARKETING AND TECHNICAL POINT OF CONTACT

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Telephone: (202) 628-2076
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CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that JWT Specialized Communications meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

Step 1. Develop a Statement of Work (SOW)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

Step 2. Select Contractor and Place Order

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding the micro-purchase threshold, but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

Step 3. Prepare a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

Step 4. Provide RFQ to at least Three Firms

Step 5. Evaluate Offers, Select Best Value Firm, and Place Order

REQUIREMENTS EXCEEDING THE MAXIMUM ORDER THRESHOLD

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

OTHER DIRECT COSTS (SIN 541-1000 / 541-1000 RC)

Item	Ceiling Prices	Delivery Unit
Art Studio	\$11,553	Per deliverable
Network radio Buy Per Network	\$178,500	Per radio network
Spot TV Buy Per Market	\$373,966	Buy per media market
Spot Radio Buy Per Market	\$18,177	Buy per media market
Print Magazine Insertion	\$53,029	Per magazine insertion
Print Newspaper Insertion	\$324,692	Per newspaper insertion
Print Trade Insertion	\$25,073	Per trade media insertion
Interactive Media Insertion	\$134,767	Per media insertion
Telephone Response Center - Internal Cost	\$21,019	Per project
Out-Of-Home Buy	\$47,735	Per type
Direct Mail Project	\$21,586	Per project
Fulfillment Project	\$13,168	Per project
Print Ad Production	\$55,294	Per production
Interactive Email Campaign	\$293,857	Per campaign
TV Commercial Production (without talent cost)	\$79,288	Per commercial
Radio Commercial Production (Include Talent)	\$8,746	Per commercial
Out-Of-Home Production	\$59,533	Per production
Research (Survey/Online/Focus Groups)	\$81,597	Per project
Talent For A quarter	\$7,337	Per project by quarter
Brochure	\$55,054	Per brochure
Event production	\$82,241	Per event
Storage & Fulfillment	\$4,130	Per project
Premium Inclusion	\$58,489	Per project
Postage, Shipping, Handling	\$10,840	Per project

LABOR CATEGORY DESCRIPTIONS
SINs 541-1/541-1RC, 541-4A/541-4ARC, 541-5/541-5RC

Experience Substitutions:

H.S. Diploma + 4 years additional experience	Equals	Bachelors Degree
Associates degrees + 2 years additional experience	Equals	Bachelors Degree
Bachelors Degree + 2 years additional experience	Equals	Masters Degree

Education Substitutions:

A Masters Degree may be substituted for two years of required experience with a Bachelors Degree.
A Bachelors Degree may be substituted for four years of required experience with a H.S. Diploma.
An Associate's Degree may be substituted for two years of required experience with a H.S. Diploma.

Department	GSA Labor Category Title	Education	Years Exp.	Description
Account Service	President	Bachelors Degree	12 years	Provides overall management of business within the organization. Responsible for providing strategic counsel for clients and managing client relationships at a senior level. Shows demonstrated management and strategic abilities and has excellent written and oral communication skills. Interfaces with senior level staff and clients regarding the organization, administration and project work.
Account Service	Sr. Consultant	Bachelors Degree	8 years	Provides subject matter expertise. Provides strategic guidance, points-of-view, strategic planning, measurement tools, process development, relationship building and training.
Account Service	Managing Director	Bachelors Degree	8 years	Provides agency direction in support of the strategic plan. Coordinating all the agency's resources to perform the work needed to accomplish objectives.
Account Service	Client Director	Bachelors Degree	6 years	Develop, present and manage the strategic activities of accounts with support from junior staff. Provide guidance, problem solving and evaluation to multiple existing accounts. Supervise and mentor junior staff. Demonstrated ability to think strategically. Possesses strong verbal and written communications skills.
Account Service	Account Supervisor	Bachelors Degree	5 years	Manage the day-to-day activities of accounts with support from junior staff. Provide guidance, problem solving and evaluation to existing accounts and financial responsibility. Supervise and mentor junior staff. Demonstrated ability to think strategically. Possesses strong verbal and written communications skills.
Account Service	Account Executive	Bachelors Degree	2 years	Develop knowledge of clients and their respective industries to anticipate clients' needs. Supervise and assist in the development of media lists. Write pitch letters, media advisories, news releases, bios, letters, and meeting summaries. Manage all event logistics. Possesses basic knowledge of public relations agencies and the media.
Account Service	Account Support (AAE/AC)	Bachelors Degree	1 year	Organize the day-to-day account and administrative projects as assigned by staff. Prepare media lists, handle event logistics, conduct research on issues, monitor media, and coordinate mailings. Maintain clips, coordinate meetings and provide administrative support as needed. Conduct online research. Must be organized, flexible and possess strong interpersonal skills.

Department	GSA Labor Category Title	Education	Years Exp.	Description
Account Service	Agency Operations	Bachelors Degree	1 year	Perform project financial analysis through monitoring actual costs incurred, projecting future costs and estimating costs which have been spent yet not incurred and comparing these amounts to budget. Additional support provided for monitoring subcontract invoices and aiding in the approval of invoices. Staff prepares financial progress reports and charts as required in the contract.
Creative	Exec Creative Director	Bachelors Degree	10 years	Oversee the design of branding and advertising for a client and ensure that the new branding and advertising fit with client requirements and desired company or product image. Interpret client communications strategy and develop proposed creative approaches and treatments that align with that strategy.
Creative	Creative Director	Bachelors Degree	8 years	Lead and direct a creative team and to work collaboratively with the account teams to conceptualize, develop, sell through and implement creative solutions that can embrace any or all of Interactive, internet, print, collateral, outdoor and direct mail.
Creative	Associate Creative Director	Bachelors Degree	6 years	Performs creative and administration functions, including client liaison, presentation, concept development, design, art direction, worldwide web publication, and supervision.
Creative	Art Director	Bachelors Degree	4 years	Works with the designers and programmers to guide projects through the production process while keeping the client's vision as our primary focus. Has experience producing compelling designs for a variety of mediums. Highly proficient in creating custom designs based on the client's needs for Websites, Web-based presentations, multimedia CD-ROMs, and DVD-ROMs, PowerPoint, as well as print collateral and packaging design. She possesses excellent problem solving and technical skills. Works in Flash, Photoshop, Quark XPress, Adobe Illustrator, Fireworks, Go-Live, PageMaker, PowerPoint, Word, Dreamweaver.
Creative	Copywriter	Bachelors Degree	3 years	Research, develop, write and edit advertisements, brochures, newsletters, e-newsletters, e-mail, direct mail, and other collateral for a variety of target audiences.
Creative	Editor/Proofreader	Bachelors Degree	6 months	Identifies spelling, grammar and layout errors for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks.
Creative Services	National Creative Services Dir	Bachelors Degree	6 years	Plans and coordinates publication and creative services. Provides advice and management supervision for marketing, design, editing, and video professionals, especially on more complex projects or national accounts. Overseas projects including budgets, schedules, and client interactions. Has advanced knowledge and experience in project development and financial or budgetary performance.
Creative Services	Creative Service Manager	Bachelors Degree	2 years	Has expertise in all types of printing processes. print buying and management. Develops budgets, schedules and write proposals for client engagements. Meet with client to determine best process for achieving goals.
Creative Services	Traffic Manager	HS Diploma	12 years	Responsible for the distribution of all print and traffic materials to stations and publications. Supervises department and works with vendors, creative staff and account groups. Interfaces with clients on project.
Creative Services	Production Artist	Bachelors Degree	6 months	Provides design and layout support for all online and offline creative projects in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator.
Research	Research Director	Bachelors Degree	12 years	Develops and leads both quantitative and qualitative research. Analyzes and assesses methodologies, designing most appropriate vehicle for uncovering information and establishing metrics. Vast experience with national accounts.

Department	GSA Labor Category Title	Education	Years Exp.	Description
Research	Research Manager	Bachelors Degree	8 years	Directs and oversees online and traditional research projects from design through analysis. Designs questionnaires that focus on issues at hand, analyses of data, presents insights and recommendations to internal and external clients.
Research	Research Associate	Bachelors Degree	2 years	Implements and gathers information based on the parameters of the project. Provides analysis and presents to internal teams.
Sales	Sr. Sales Consultant	Bachelors Degree	8 years	Create, maintain and execute successful sales and marketing campaign to obtain profitable sales growth based on client requirements.
Sales	Business Development Director	Bachelors Degree	6 years	Responsible for developing and executing a comprehensive and sound marketing strategies, to win in the marketplace. This will include market segmentation, value proposition development, product positioning, pricing strategy, branding strategy, channel strategy, and communications strategy development. Coordinates with the development team.
Sales	Interactive Consultant	Bachelors Degree	6 years	Develop search engine marketing strategies, manage and optimize ongoing campaigns, including keyword meta-tagging. Develop site strategies and manage URL submissions to search engines and directories to increase web traffic. Work in partnership with graphic designer to ensure consistent and appropriate branding, image and content delivery across the entire website. Measure and evaluate website using analytic tools, reporting key statistics to management.
Interactive Delivery	Interactive Director	Bachelors Degree	7 years	Directs and manages project team. Guides production projects by providing both long-term and short-term planning. Develops and directs integrated technical information throughout multimedia production.
Interactive Delivery	Sr. Producer	Bachelors Degree	6 years	Oversees the budget, timeline, resources and organization of interactive projects. Works with senior members of client, account, and creative teams for planning and strategy.
Interactive Delivery	Producer	Bachelors Degree	4 years	Manages day-to-day operation and success of non-complex accounts, or smaller agency account. Designs overall "look" including graphics and typography, create all navigation, and incorporate content. Incorporate client requirements and user feedback into design revisions, in order to realize completed artwork, animation, and content styles for entire Web sites and interactive multimedia presentations.
Interactive Delivery	Interactive Production Artist	Associates Degree	2 years	Supports design development and production efforts. Knowledgeable in all major graphic design computer applications. Designs art and copy layouts based on client specifications. Determines style, technique and medium best suited to produce desired effects and conform to reproduction requirements, or receives specific instruction regarding these variables.
Programming	Development Director	Bachelors Degree	8 years	Consults with clients and project team members to design, build and manage web sites. Develops, implements, and reviews WWW policies and procedures, design concepts, technical specifications, and site architecture to meet the business objectives of the company or project. Serves as liaison for the creative content team and the IT technical team. Supervises programming staff.
Programming	Sr. Programmer	Bachelors Degree	6 years	Knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash. Understands the role, and plans the use, of Web design in overall communications strategy and brand awareness. Thorough knowledge in the use of state-of-the art Web technology, including content management solutions, e-commerce. Gives technical direction to lower-level programmers.

Department	GSA Labor Category Title	Education	Years Exp.	Description
Programming	Programmer	Bachelors Degree	4 years	Analyzes requirements for, and develops, new, complex databases/information systems affecting major aspects of company or project operations. Knowledge in the use of state-of-the art Web technology.
Programming	Search/Analytics Specialist	Bachelors Degree	3 years	Develops and executes programs to ensure websites are built and maintained to rank high in natural searches. Develops, executes and measures search engine marketing campaigns through pay-per-click and other online advertising opportunities.
Media Planning	Media Planning Director	Bachelors Degree	6 years	Develop and manage media services team capable of planning and buying all forms of traditional and new media. Demonstrate senior level advertising and marketing industry skills including advanced media insights, strategic problem solving, conceptual thinking, conflict resolution, team leadership and mentoring.
Media Planning	Media Planner	Bachelors Degree	1 year	Responsible for research and development of media plans, identifying target audience, and ideal media outlets. Compile and coordinate competitive research data and media and marketing information. Skillfully assess media plan alternatives and recommend efficient and creative media options. Recommend media mix and frequency as appropriate to budget and objectives.
Media Planning	Media Buyer	Bachelors Degree	1 year	Confers with media representatives to determine the best placement for heightening brand awareness. Negotiates advertising deals to ensure optimum use of budgeted funds and long-term contracts. Buys media space, commercial time, or site placement specified in approved media plans. Oversees media agreements and contracts with outside media vendors. Monitors media for placement and negotiates make goods/adjustments to time, space, or billing when necessary. Reconciles invoices.
Media Planning	Direct Mail Specialist	Bachelors Degree	1 year	Assists in coordinating promotional marketing materials. Assists Marketing Team in promotional communications projects, including print, electronic, special events, direct mail, and market trends. Assists in evaluating reports on success of marketing programs.

HOURLY LABOR RATES FOR SERVICES
SINs 541-1/541-1RC, 541-4A/541-4ARC, 541-5/541-5RC

Department	GSA Labor Category	Current Rates
Account Service		
	President	272.03
	Sr. Consultant	272.03
	Managing Director	181.35
	Client Director	136.01
	Account Supervisor	113.34
	Account Executive	90.68
	Account Support (AAE/AC)	68.01
	Agency Operations	68.01
Creative		
	Exec Creative Director	272.03
	Creative Director	181.35
	Associate Creative Director	158.68
	Art Director	136.01
	Copywriter	136.01
	Editor/Proofreader	90.68
Creative Services		
	National Creative Services Dir	181.35
	Creative Service Manager	113.34
	Traffic Manager	90.68
	Production Artist	68.01
Research		
	Research Director	181.35
	Research Manager	113.34
	Research Associate	90.68
Sales		
	Sr. Sales Consultant	181.35
	Business Development Director	136.01
	Interactive Consultant	136.01
Interactive Delivery		
	Interactive Director	181.35
	Sr. Producer	136.01
	Producer	113.34
	Interactive Production Artist	99.74
Programming		
	Development Director	181.35
	Sr. Programmer	136.01
	Programmer	113.34
	Search/Analytics Specialist	136.01
Media Planning		
	Media Planning Director	181.35
	Media Planner	136.01
	Media Buyer	136.01
	Direct Mail Specialist	136.01